

Meeting Minutes
ZEV Outreach Stakeholder Meeting
March 14, 2002

I. Introductions

Melissa Meuser (mmeuser@arb.ca.gov) is a new member of ARB's ZEV team. Melissa background in marketing and will be an asset to our group.

Update from Ed LaRocque of Toyota on the RAV4 EV Retail Program

Toyota is now 6 weeks into the retail program. There was an ad in the LA Times on March 8th. They will share their launch schedule with Lisa Kasper (ARB) who will make it available to the group. Print ads/articles are in a number of regional (but not national sources)—including Popular Science, Sunset, additional newspapers and magazines this week. Billboard advertising has been placed in five different markets—including SF, Berkeley and LA. Currently they have 90 firm orders in their system. Initially they had about 200 hits on their web page. The 90 people appear to be those who have wanted an EV for quite awhile, but Toyota will be doing additional assessment on customers.

II. Discuss ARB's proposed ZEV campaign

At the last ZEV outreach stakeholder meeting, the group proposed to tie the ZEVent 2002 into parades and events happening on the 4th of July. This would allow us to tie into the energy independence angle of ZEVs.

ARB staff took the idea back to ARB's Public Information Office (PIO). PIO commented that although this is a good idea, press coverage would be limited due to everything else going on that day. They also thought that the event is too early in the year and needs to build up to something later in the year. They proposed a sustained ZEV campaign that lasts the entire year. Without any new announcements to attract press attention, we should try a different approach this year. We came up with a College ZEV Tour that would travel to college campuses throughout California with different electric transportation technologies.

The ZEV Outreach Stakeholders group suggested that this idea does not achieve the group's goals of promoting EVs in the near term and is more of an educational tool.

The long-term goal of this group is to create a sustainable market for advanced, clean transportation technologies – a college tour is one tool for achieving this as it reaches an audience that will be the car buying public when more of these vehicles become available. Although the group was supportive of ARB doing this, the group was more interested in concentrating efforts on activities that would achieve near term results. Ed LaRocque of Toyota mentioned that they

were looking at pursuing an educational aspect to their campaign in the near future. Lisa Mirisola of the SCAQMD noted that the Fuel Cell Partnership is doing a lot of educational efforts aimed at middle and high school students. ARB will provide an outline on the Stakeholder web page regarding the College ZEV Tour.

With that, the group discussed events we could participate in during 2002.

III. 2002 events and educational efforts

April

- ◆ Odyssey Group, April 11th, national event, Toyota is a sponsor
- ◆ First Clean Mobility Center—April 19, CalSTART Sacramento State University Earth Day/ UC Davis Picnic Day - April 20 - Well covered already in Sacramento area
- ◆ Earth Day Los Angeles - April 20-21
- ◆ California Motor Car Association - April 24-27 - Palm Springs

May

- ◆ Clean Cities - May 12-15 - Oklahoma City
- ◆ California County Fleet Management Association (CCFMA) in Conjunction with Government Technology Conference in Sacramento - May 16

June

- ◆ Health & Harmony/ Santa Rosa - June 8-9th Toyota will participate and offered to share space with ARB

July

- ◆ July 4th campaign—incorporate into existing parades

August

- ◆ Hopland Solfest - August 24-25. Toyota has participated in past
- ◆ State Fair - August 16 - September 2. ARB will work with SMUD to coordinate something.

September

- ◆ Los Angeles Black Business Expo—Sept 6-8th.
- ◆ L.A. County Fair - September 13-29

October

- ◆ League of California Cities - October 2-5
Toyota thinks this is a good event to participate in. It reaches additional audiences besides fleets, and provides great exposure

December

- ◆ EVAA - December - Ft. Lauderdale, Florida

Miscellaneous

- ◆ SMUD's parade schedule---St. Patrick's Day, Fair Oaks Fiesta, Jazz Jubilee Kick-off, Christmas Parade (in Sacramento area)
- ◆ Auto Club Festivals
- ◆ Fleet Management Association

2003 events and educational efforts

- ◆ National Auto Dealer Association, February 2003

Lisa Kasper (ARB) will compile this list, and circulate it to all Stakeholders for review, and any additional events that should be added. The goal is to let stakeholders know what ARB will be doing so that other stakeholders can cover other events and to let everyone know what is going on.

Wendy James of A Better World Group mentioned that Warner Brothers has a truck they would let us use for a road show. ARB would have to pay to make it into an exhibit. EVAA has been working on a Road Show---expense appears to be a problem. Toyota has been working with them on this. Daniel Gehringer mentioned that a possible solution to the funding issue might be to get local sponsorships to help defray costs. Lisa Kasper (ARB) will contact Ryan Fitzpatrick of EVAA to get an update on the status of this road show and to discuss how ARB can help make this happen.

IV. Other outreach activities/discussion

ARB Website Upgrades.

ARB hopes to have a better idea of how we will do the upgrades in the next several weeks, and what web designer will do the upgrade for us. Will use one of the companies on the DGS list so we don't have to go through a bid process. Goals for the update to zevinfo.com include providing an on-line media kit, and making it easier to access information.

ARB Ideas for Outreach

Melissa Meuser (ARB) shared information from a meeting with ARB's PIO office. There is interest in working with sports teams—such as LA Lakers, River Cats. We might consider giving them a car, to get some high profile usage of the car and put a PR effort behind it. There was discussion on this concept. Some Stakeholders expressed concern that it could result in the vehicle not being treated a serious vehicle—but more as a gimmick. Others thought it might have potential. Toyota shared that they are considering reaching out to the Staples Center. The idea is to get some kind of a display vehicle in the center. But they would not tie into a particular team.

Hybrid Study

JD Powers. Results show that consumers are very interested in hybrids, but have concerns about performance. Lisa Kasper (ARB) will try to get a copy of this report.

V. Creative Strategy/Messages

There was discussion of the draft creative strategy by Kevin Collins. The idea is to brand environmental vehicles as a group, with the idea of freeing auto manufacturers so they can market other aspects of the vehicles. There was a lot of discussion. Some Stakeholders felt that we shouldn't heavily rely on environmental attributes when marketing vehicles, because automakers have indicated that while consumers are very interested in these vehicles it does not often impact their purchasing decision. Also, concern was expressed about adding yet another acronym. However, other Stakeholders felt it was important that the public understands this category of vehicles, and there is no consistent terminology that is now used.

Some suggestions were clean vehicle, clean vehicle technology, clean air solutions. Kevin stated that if you use "solutions or technology" you could lose sight of the fact that this is a vehicle category.

Discussion turned to the messages that should be developed. Should we identify messages for each audience, or have general messages that we use on all of our banners, brochures, etc. The south Coast has a new website, clean air choices.org. ARB has used in past ZEVs—the clear choice. Also, a previous study looked at messages for ZEVs. That study is about a year old now. Perhaps we should bring some of these messages to the Group developed by the study, to broaden them for additional vehicle types. This could be incorporated into the Creative Strategy.

VI. Draft Dealer Brochure.

ARB will take comments on proposed text for the dealer brochure until end of next week. ARB will be working with designers for final brochure development and will take comments into consideration.

VII. Action/Follow-Up Items

- Next meeting, May 1st, Cal/EPA Building in Sacramento, 10:00-1:00.
- Draft Brochure will be available at next meeting and will be put on the website.
- List of events will be put on the web site and circulated
- Stakeholder input will be added to the Creative Strategy
- Update on hiring consultant for message development

- Messages developed by JHME for ZEVs will be provided to Stakeholder group
- Update on EVAA's EV Road show
- Update on getting JD Powers market study on hybrid EVs.
- Distribute ZEV Outreach Stakeholder Group contact list
- Ed LaRocque (Toyota) will provide information to Lisa Kasper (ARB) regarding California Motor Car Dealers Association conference and the Health and Harmony Fair - DONE